

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, OCTOBER 16, 2008
7:30 PM

1. CALL TO ORDER AND ROLL CALL

Acting Chair Zuppan called the meeting to order at 7:30 p.m.

Present: Acting Chair Zuppan. Commission Members: Bonta, Dahlberg, Lindsey, Milgram, and Ryan

Absent: None

Vacancy: (3)

Staff: Eric Fonstein and Rosemary Valeska

2. MINUTES

2.a. Minutes of the Regular Meeting of August 21, 2008

Motion (Dahlberg), seconded, and unanimous (with abstention by Bonta) to approve the minutes of the Regular Meeting of August 21, 2008 as submitted.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

Acting Chair Zuppan announced that item 6.b was being withdrawn from the agenda at the request of the Planning and Building Department. This item will be rescheduled for EDC review at a later time.

6. a. Election of Officers for 2008-09

Motion (Dahlberg), seconded, and unanimous to elect Commission Member Zuppan as Chair and Commission Member Bonta as Vice Chair for 2008-09.

6. b. Housing Element Update

This item was withdrawn from the agenda at the request of the Planning and Building Department.

6. c. City of Alameda Review of SunCal Companies' Redevelopment Concept Plan for Alameda Point

Base Reuse and Community Development Division Manager Debbie Potter recapped the staff report and introduced Pat Keliher of Sun Cal Companies. Mr. Keliher gave a PowerPoint presentation of SunCal's Redevelopment Concept Plan for Alameda Point. Following the presentation, the Chair opened up the floor for Commission Member comments and questions. Commission Member Bonta asked how the figure of 10,000 jobs was derived. Mr. Keliher responded that it was derived from a standard ratio of one job per 300 square feet. Commission Member Dahlberg asked about dealings with the Navy. Mr. Keliher responded that SunCal would be meeting with them this week. There are issues to be resolved regarding the historic buildings. SunCal will also be meeting with the Navy to negotiate a revised term sheet and they hope to have that signed by July 2009. Commission Member Dahlberg also asked about the environmental clean up. Mr. Keliher responded that SunCal would not be going with a privatized clean up. Commission Member Milgram asked if Mr. Keliher could cite any SunCal projects that resulted in changing people's use of public transportation. Mr. Keliher responded that he could not point to a specific community that would be analogous to Alameda Point. He added that he would ask Peter Calthorpe to identify examples. Commission Member Ryan commended Mr. Keliher on the beautiful renderings. Chair Zuppan stated that the EDC has been tasked at looking at the project from the economic development perspective, and she expressed a concern that a business campus could make the project vulnerable to a specific employer. Mr. Keliher responded that the key to the plan is diversity. He cited the Google campus at Moffett Field as an example of an employer looking for employee housing. He added that we need to find the right balance. Chair Zuppan asked how families with young children would be able to integrate into so much retail and commercial; for example, children playing outside, etc. Mr. Keliher responded this has to do with design and the layout of the streets. Peter Calthorpe wants to accommodate connectivity in the development. Chair Zuppan asked what they were seeing that was required by the Master Plan. Mr. Keliher responded that at this time, they were presenting the look and feel of the development and that they would be creating design guidelines. Chair Zuppan asked about the commercial space. Mr. Keliher

responded that right now, they were just presenting the square footage and approximate locations. Chair Zuppan thanked Mr. Keliher for his presentation.

7. REPORTS

(None)

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Mr. Fonstein distributed a sample copy of a letter recently sent by the Development Services Director as an outreach to Alameda businesses during these difficult economic times.
- Mr. Fonstein noted the sudden recent closure of Good Chevrolet, which had been a major sales tax generator for the City.
- Mr. Fonstein reported that on October 7, the City Council accepted and endorsed the Gateway District Strategic Plan. The next step is for the Planning and Building Department and the consultant to develop design guidelines.
- Commission Member Dahlberg asked about scheduling another SunCal presentation in January. Mr. Fonstein stated that he would follow up on that.
- Commission Member Dahlberg asked if the City had a balance sheet for SunCal. Mr. Fonstein responded that he would check with Debbie Potter and report back to the EDC.
- Chair Zuppan and Commission Members Lindsey and Milgram stated that they liked the Development Services Director's outreach letter. Commission Member Milgram requested that staff report back to the EDC at the next meeting regarding the response to the letter.
- Commission Member Lindsey requested that the EDC Members be notified by e-mail when new businesses open. She cited the recent opening of a frozen yogurt store as an example. Mr. Fonstein stated that he would follow up on that.
- Commission Member Milgram asked if we should publicize the openings of new businesses. Mr. Fonstein responded that the City Attorney's office has ruled in the past that the City should not promote private companies.
- Commission Member Bonta asked if the job ratio cited by SunCal is applicable for the rest of Alameda and if the ratio would still exist in

spite of the economic downturn. He also suggested that we should check with other areas.

10. ADJOURNMENT

The meeting was unanimously adjourned at 8:20 p.m.

Respectfully submitted,

Rosemary Valeska
EDC Recording Secretary

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